

Presenting Informally

# The New Modes of Autumn and Winter

## Adorable "First" Things for Women and the Younger Set

**E**VEN before the first touch of Autumn weather, these Fall Fashions have arrived and unceremoniously they call attention to the newness of their styling, the richness of their fabrics, and last, but not least, to the gorgeousness of their Autumnal tones.

Autumn skies and coloring foliage challenge all to seek beautiful new apparel. And here are displays, plentiful in all those costume essentials which women and misses need to look their best.

Keeping pace with the beauty in dress, come Accessories, Fabrics, Underwear and Children's Clothes for Autumn. And then there is the new Footwear which the Autumn season launches. All entreat you to come and view their charms during this initial presentation.

### Fall Suits

Fur blends so perfectly with the fabric in many of the smartest Suits of Autumn that one wonders at the wizardry of the joyous combination. Fabrics, for the most part, are of that soft texture which one instinctively associates with duvetyns, suede cloths, chameleon cord and cloths of that type. But they are not all fur trimmed. Some are quite plain, as far as trimming is concerned, but enchanting in the cleverness of their lines. Others are handsomely embroidered in self tone or elaborately enhanced by panels and pockets.

\$49.50 to \$500.00  
Second Floor, West.

### Frocks for Fall

Expressive of Autumn are the rich copper tones, which are one reason why the new Frocks are so distinctive. Gaily contrasting and harmonizing embroideries beautify Frocks that are emphatically Fall-like in line and fabric. Silks—those we are happily familiar with and some which now make their bow for the first time—appear in modes of delightful colorfulness. In equal profusion here are comfortable and modish woolen styles. Dresses that characterize their wearers as women of discrimination and taste.

\$35.00 to \$100.00  
Second Floor, West.

### Accessories

In no other accessory, as in Neckwear, need one take so much care to follow the modes of the moment. You will find your needs adequately anticipated in this showing. One may have one's favorite wrist-length Glove for Autumn, but there are any number of gauntlet, slip-on and mousquetaire models to choose from. Veils offer meshes unique and interesting scroll designs. Bead Bags and those of leather, silk and velvet coax one to make selection by their delightful novelty. Hosiery and Handkerchiefs are very well represented, too.

First Floor, Central.

### The New Coats

Coats of the new season valiantly uphold the prestige the Store holds in matters of presenting the season's smartest apparel. In ways varied and distinctly original they introduce new fabrics, foremost among which are fortuna and chameleon cloth. Strikingly different is the manner in which fine furs are utilized to further enhance the charm of modes luxuriously comfortable, beautiful and soft. Brown tones predominate, but other lovely colorings also find favor.

\$35.00 to \$150.00  
Second Floor, West.



### Blouses, Smart & New

Deviating from a semi-tailored path, which they, no doubt, intended to pursue, a number of the very newest Blouses flaunt novel revers edged daintily with imitation filet lace. They are developed—need we say it—of Georgette crepe, and so are the countless overblouse novelties and Russian effects. And certainly on dreary Autumn days no one will scorn the cheering brightness of vivid reds, greens, orange and deep blues, which are shown in abundance here.

\$5.50 to \$25.00  
Second Floor, Annex—Sixth Street.

### New Separate Skirts

That Fashion sponsors the vogue for Separate Skirts is confirmed by the great variety of smart new Skirt modes shown. If ever there was a day for sportive plaids, certainly this is it. But not for one minute must one associate them with the plaids of bygone days, for in tones and styling they are ever so different. Perhaps in the Silk Skirts will one find the most surprises and diversity.

\$15.00 to \$40.00  
Second Floor, West.

"THE SHOPPING CENTER" is, indeed, our byword, for in this Store practically every Autumn requirement is met. Merchandise is marked at lowest possible prices consistent with our high standard of quality.

## Smart Tam o'Shanter Effects Conspicuous in Millinery for Fall

In all the first showings one is apt to find an abundance of Hats—large brimmed, small brimmed or brimless—but this season their originality depends mostly on materials or trimmings from which they are developed.

TAM O'SHANTERS—and these are indeed the latest word from Fashionland—emphasize this tendency toward richness of fabrics, etc., in their many novel trimming effects; embroidered, tinsel or wool soutache which are so ingeniously used by the modistes in styles even more varied than are the colors or fabrics.

And the effect of this subtle touch of the master hand—as applied to the "Tams"—seems to render them more beautiful than before; the one last seen always being prettier than any of the rest.

Just in from New York are these advanced Fall Tam O'Shanter models, and they are quite as attractive in their prices—\$8.50, \$12.00 and \$15.00.

Other new Fall Hats included in this premier showing range from as little as one dares to pay for a smart creation, on upwards to as much as \$50.00.

Millinery Salon,  
Second Floor, Central.

### About Furs

A new magnificence invades the world of Furs. This season designers have outdone themselves in presenting Fur wraps and small pieces of an elegance unmatched for many seasons. There are handsome Coats, Wraps and Scarfs, attractively lined. Make it a point to visit the Fur displays; to enjoy the beauty of the peltries and the new styles, while you are attending this informal presentation of the new modes for Autumn and Winter.

Second Floor, West.

### Juvenile Styles

The secret is out. Every little girl wants to be just like mother or big sister as far as matters of apparel are concerned. That's why this showing is replete with straight-line models; waists that blouse and even panels. Narrow sashes have taken the places of the immense affairs formerly favored. And, if one is small, there is almost no end to the variety of silks and woolens one may choose for one's Frocks. Almost all the little Coats hang straight, whether they have yokes, belts or neither. The dressier models take velvets and broadcloths while the simpler models are fashioned of bolivia, serge, silvertone and corduroy.

Second Floor, West and East.

### Silk Underwear

If one may judge from this adorable showing of the latest modes for Autumn, Silk Underwear is more delightful than ever. Even the faintest feminine heart couldn't resist the charms of trimly banded—almost severe—union suits, vests and bloomers of glove silk. Georgette crepe, Satins and other washable silks are developed into the loveliest camisoles, chemises and night robes imaginable.

Second Floor, East.

### Fall Footwear

The desirability of this approved Footwear for Autumn is distinctly evident in the new Sorosis modes.

All the latest Autumn styles and newest leather have arrived. Every class of Footwear is here from the dark brown leather Oxfords and modish walking-heeled street Boots to dainty Slippers and Dress Boots for festive occasions.

Second Floor, South.

## An Exquisite Oriental Rug



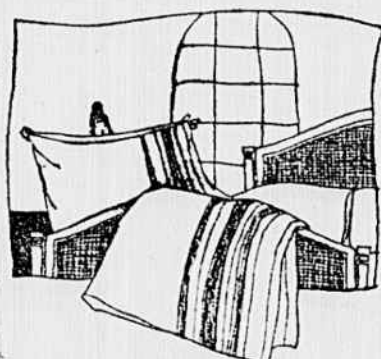
—isn't an item of house furnishings one can usually afford to buy from an advertisement which reads somewhat after this fashion: "\$59.50 Oriental Rugs in this sale only \$39.79." An Oriental Rug, if it is an honest production (and we will have nothing to do with those that are not) will always command its true value. If it sells "for \$39.79" it will have found its price value. Many Oriental Rugs are reduced—oh, yes, we don't dispute that—but generally they were priced too high in the beginning, or the selection

was very much below the standard. We buy Oriental Rugs in much the same way as you would buy diamonds. We look at it as a lifetime investment for our customers, and every detail about any one of these Rugs must be right and "four square"—in other words, it must be honest in production and honest in sale.

We are proud to announce about the best selected stock of medium and large (room size) Oriental Rugs we have ever shown. Also, we invite people contemplating a purchase of Rugs of this character to inspect our exhibits with the view of making selections while it may be done to advantage.

\$30.00 to \$750.00, according to size and quality.

Miller & Rhoads' Oriental Rug Shop,  
Third Floor, South,



### White Blankets

Wool and Cotton Mixed.	
Single Size.	Full Size.
\$4.50 pair.	\$6.75 pair.
\$5.00 pair.	\$8.00 pair.
\$8.50 pair.	\$9.75 pair.
\$9.00 pair.	\$10.00 pair.
\$15.00 pair.	\$12.00 pair.
\$20.00 pair.	\$15.00 pair.

### Plaid Blankets

Single Size, \$10.00 Pair.  
Fancy Jacquard Blankets for bed or couch "throws."  
72x84 in. .... \$5.50

### Full Size Plaid Blankets, \$5.00

A pair woven together as one double Blanket. Easy to handle and launder.

## The August Sale of Blankets and Bedcoverings

We began preparations for this sale months ago, so that we, and ultimately our patrons, might benefit by the lower prices then prevailing. We bought in great quantity, so that those low prices would be even lower. Now the result shows in this sale, where the wanted kinds of bed coverings may be purchased at such unusual savings that no one who practices real economy can afford to overlook this opportunity for stocking up.



### COMFORTABLES, \$4.00 to \$25.00

#### Wool Filled Comfortables, \$12.00

Full size. Some covered with figured silk mull and some of plain color, dotted mull over both sides; others of best grade sateen, both sides.

At \$4.00

Floral silkline covering. Cotton filling. Priced below today's wholesale cost.

At \$4.00

Full size. Lily pattern centers with plain sateen borders.

At \$5.00

Full size. Covering of attractive floral patterned cambric insertions.

At \$6.00

Flowered cambric covering with plain sateen border. Full size.

At \$7.50

Full size. Flowered cambric covering with plain sateen border.

### BEDSPREADS, \$2.00 to \$6.50

Crochet Spreads, satin finish, Marseilles patterns; three-quarter or full size, \$2.00.

Crinkled Dimity Spreads	Size.	Sale.
63x90 inches.	...	\$2.25
72x90 inches.	...	\$2.50
81x90 inches.	...	\$2.75

Satin Marseilles Spreads, excellent quality, attractive designs. Full size: Hemmed ..... \$6.00 Scalloped ..... \$6.50

### CROCHET SPREADS, Heavy Weight, \$3.00

# Miller & Rhoads

"The Shopping Center"